

A DESIGNER APPROACH FOR NEW FOODS OF THE FUTURE?

Just as the future of medicine focuses increasingly on drugs specifically designed to suit an individual's particular genes, the food and drink industry also appears to be going down the route of a more personalised approach. For example, we have long seen products targeted at the more health conscious consumer, but are now seeing products aimed specifically at those concerned about their gut, or heart health, their mental wellbeing, or their intake of vital vitamins. The USP of all these foods is to provide a 'hook' to attract particular groups of consumers. Some are more generic in approach such as the new 'Balanced for You' products from M&S tested this month, others are more targeted like M&S's popular Made Without Wheat Pork Sausages. This month we have even seen our first ever Fast Foodfax evaluation aimed specifically at men: Men's Health Kitchen Pea, Olive & Quinoa Salad, using the magazine readership of health-conscious males as a basis for foods for physical growth and wellbeing.

Provenance based and ethical new products are very much vogue too, though perhaps more with developers than mainstream consumers. Karma Cola's 'feel good' Cola had a strong and attractive ethical positioning (made with cola nuts from Sierra Leone with part of the sales promised to go direct to farmers), but a very polarising taste. It was certainly too 'medicinal' to promote any kind of Karma for many older testers. This product also ticks the box of another new trend: funky/'amusing' product names designed to generate intrigue and shelf standout: products like Kohlico's 'Ruby Murry' curry flavour Bang Noodles, (even if the rhyming slang had to be explained on pack), Raw Beans Bean Bags Proper Coffee in a Bag, Granny Cool Marmalade and Love Taste's Broccoli & The Beast Smoothie – *a monster of a smoothie that'll leave your friends green with envy.*

A taster of some of the many interesting innovations that our consumer panel reviewed this Month:

SHOWCASE PRODUCT OF THE MONTH



Marks & Spencer Made Without Wheat Pork Sausages – a great example of the growing commitment of the retailer to Free From. (Review 170430).



These Sesame Tuna Gyoza – 'dinner dumplings' from Itsu were novel, but the soft ("slimy") texture polarised opinions. (Review 170415)



Men's Kitchen Pea, Olive & Quinoa Salad: devised and targeted at men's health using the magazine to get male interest. (Review 170416)



Pastella Fresh Vegetable Pasta: a tasty way to disguise vegetables for kids (Review 170429)



Another top performer from **McCain**, these **Skin On Fries** tasted irresistibly like 'home-made'. (Review 170418)



Ko-Lee Bang Bang Noodles: Ruby Murry (Curry) Flavour - A fun and competitively priced alternative to a Pot Noodle (Review 170417)



Tesco Finest Smash Your Own Eton Mess Dessert - a tempting centre-piece for a lively dinner party. (Review 170423)